

# VERMONT MANUFACTURING EXTENSION CENTER



\$7.3 million in new and retained sales  
\$4 million in new investments  
121 jobs created or retained

**Vermont Manufacturing Extension Center** (VMEC's) primary Mission is "To Improve Manufacturing in Vermont and strengthen the global competitiveness of the state's smaller manufacturers."

This is done through professional consulting, one-on-one coaching and public/onsite workshops to help Vermont's approximately 2,000 small and medium sized manufacturers increase their productivity, modernize their manufacturing and business processes, adopt advanced technologies, reduce costs, improve their competitiveness, and grow. Increased competitiveness means greater stability in the state's work force, improved efficiencies in operations, more customer satisfaction, and increased sales and profits.

VMEC works hard at being "The Best Resource for Vermont Manufacturers, Process Improvement and Growth Strategies" and providing world-class assistance, products, and support, with exceptional service.

For more information, contact:



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\* Impacts are based on clients receiving service in FY2009

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U.S. DEPARTMENT OF COMMERCE • NATIONAL INSTITUTE OF STANDARDS AND TECHNOLOGY • MANUFACTURING EXTENSION PARTNERSHIP

# CLIENT SUCCESS: RHINO FOOD, INC.

*“The Eureka Winning Ways approach to innovation provides the best method I’ve experienced to create ideas, refine concepts, evaluate market opportunities, and create clear positioning and messages that resonate with customers. While many companies have pulled back on innovation efforts over the last year, Rhino is charging ahead. Without the Eureka education from VMEC, we would not have the confidence to push innovation as a central driver for our business.”*

Dan Kiniry, Marketing Manager  
Rhino Food, Inc.

## Sweet Success at Rhino Foods, Inc. with Eureka! Winning Ways

Rhino Food, Inc. (Rhino) is a specialty ice cream novelty and ice cream ingredient manufacturer located in Burlington, Vermont. Rhino has been in business since 1981 and employs 130 people.

Ted Castle, President of Rhino, knew he needed to consider new ways to stimulate profitable growth and contacted the Vermont Manufacturing Extension Center (VMEC), a NIST MEP network affiliate, to solicit their expertise.

After meeting with Castle and a team of Rhino employees, VMEC suggested Eureka! Winning Ways as a perfect fit for helping them develop a reliable system for leading the development of more profitable growth, including a pipeline of opportunities for growth, within their company. Winning Ways teaches manufacturing managers and their teams a scientific system for improving sales and marketing effectiveness, how to develop new customers and markets, and how to create more profitable products and services. The part workshop, leadership training program, and accelerated project management approach was embraced by Rhino. A Rhino team of seven employees, as well as trusted advisors from outside the company, participated in a workshop and created 48 ideas in four hours. Next, a scientific assessment of the top four ideas was done using a Merwyn Business Simulation, and the two ideas most likely to succeed were identified. Trail Blazing Action Plans for those two ideas were then developed.

The initial results of the Eureka! Winning Ways project resulted in cost avoidance rather than immediate growth in sales. However, the Rhino team has continued with the Winning Ways process, reorganized the original team and developed a new front end method to qualify opportunities for growth. Using the fundamentals of Marketing Physics and Trail Blazing, the team is now able to quickly and effectively sort and filter ideas to identify those worth pursuing. This reorganization also allows for projects to move through faster and cheaper, accelerating growth for top line sales.

### Results:

- \* Avoided \$50,000 in costs.
- \* Projected growth in revenue by 15 percent.

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